

County of Los Angeles  
**DEPARTMENT OF PUBLIC SOCIAL SERVICES**

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January 11, 2007

TO: Each Supervisor

FROM: Bryce Yokomizo, Director

**SUBJECT: DEPARTMENT OF PUBLIC SOCIAL SERVICES - FOOD STAMP  
60-DAY ADVERTISEMENT CAMPAIGN PROJECT**

In June 2004, in response to a UCLA Center for Health Policy Research report on hunger and food insecurity in Los Angeles County, your Board directed our Department to develop a collaborative campaign to increase Food Stamp utilization in the Antelope Valley and to use that experience from that campaign to develop a Countywide Food Stamp Outreach Plan. In July 2005, in your response to your Board's direction, DPSS implemented a collaborative Countywide Food Stamp Outreach Campaign. In a continuing effort to reduce food insecurity and hunger by increasing food stamp participation in Los Angeles County and to provide Food Stamp eligibility information to the public, the Department will be implementing a 60-Day Food Stamp Advertisement Campaign beginning January 15, 2007. The advertisement media that will be used in the campaign will consist of radio, newspaper and the MTA bus lines, based on advice from the United States Department of Agriculture, Food and Nutrition Service.

The goals of this advertisement campaign are to: 1) increase participation by eligible families and individuals in the Food Stamp Program; 2) reduce hunger by providing children, families, and low-income individuals with food, a healthy diet and nutrition education; and 3) provide correct information and dispel myths regarding Food Stamp program regulations and immigration consequences, which are still common within communities. This has caused confusion in the communities and results in potentially eligible households and individuals not applying for food stamp benefits.

Below is a description of how DPSS plans to implement the advertisement campaign:

- The radio stations, including KABC 790 AM, KLAX 97.9 FM, KLVE 107.5 FM, KSCA 101.9 FM, Recuerdo 98.3 FM, and KTNQ 1020 AM, will air a 60-second Food Stamp information script. KABC 790 AM will air an English version of the script and the remaining radio stations will air a Spanish version of the script.

- The newspaper La Opinion will be publishing a food stamp ad that will provide basic information regarding the Food Stamp Program; and
- The Metropolitan Transit Authority bus lines will display interior bus cards that will provide basic information regarding the Food Stamp Program.

At the conclusion, my staff will evaluate the success and effectiveness of the advertisement campaign. A report of the data will be prepared and shared with you.

BY:lr

c: Chief Administrative Officer  
County Counsel  
Executive Officer, Board of Supervisors